



# Sustainability, Every Day.

2014 CORPORATE SUSTAINABILITY REPORT



## DEAR STAKEHOLDER,

For three generations and counting, J+J Flooring Group has been a family-owned business with an unwavering dedication to doing the right thing. Taking responsibility for all our actions, especially the impacts of our products, services and operations on people and on our environment, is a commitment we live every day.

As a result, we determine our success on more than financial return alone. Instead, we measure our progress according to our social and environmental performance as well as our financial performance. Nowhere have the effects of this approach been more apparent than in 2014. In a year marked by industry-wide economic stasis, we leveraged our organizational size and agility to realize several key milestones, including the full market launch of our groundbreaking Kinetex® textile composite flooring, the relocation of the Kinetex manufacturing facility from Virginia to our home campus in Dalton, Georgia; ISO 14001 recertification for all our manufacturing facilities, and, most significantly, the diversion of all our waste away from landfills.

While achievements such as these are vital markers on our path to sustainability, we also believe genuine sustainability is about more than milestones alone: It's about the time, energy, creativity, dedication and passion invested by each and every member of our organization as we work to create positive change in the lives of the people that our company and products touch, the well-being of the communities we all share, and the health of our environment. As I hope you will see throughout the pages of our report, this is the vision of sustainability we work toward — every day.

David Jolly  
President & CEO

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# Sustainability, Every Day.

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A photograph of a room with a patterned rug and white curtains. The rug has a complex geometric pattern in shades of orange, red, and beige. The white curtains are partially drawn, revealing a window. The scene is brightly lit, suggesting natural light from the window.

# Good Work, Every Day.

When it comes to sustainability, being a highly integrated company gives us an array of advantages. Our pioneering spirit and small footprint give us the agility to innovate change and to do things better when and where we find the opportunity.

In practice, our deep commitment to doing the right thing translates into the work we do each day. Every member of the J+J community plays an important role in our efforts to move toward a more sustainable world, and our progress so far is a reflection of that effort: *We believe there is no idea too small to make a difference — or too great.*



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## DEAR STAKEHOLDER,

As you will see throughout this report, sustainability is everybody's job at J+J and part of daily life for every member of our community. As Director of Sustainability, I simply have the privilege of focusing on it much of the time.

Our shared approach to sustainability — and indeed to the way we do business — has helped our company make significant strides toward a more sustainable future, and in practical terms, toward the goals set forth in our 20/20 Vision.

The progress we made along our sustainability journey in 2014 is a direct result of this collaborative approach — and to our collective passion for doing the right thing, every day.



Russ DeLozier  
*Director of Sustainability*



## ABOUT US

Established in 1957, J+J Flooring Group is a privately held commercial flooring manufacturer with a steadfast commitment to design, quality, service, integrity and sustainability. Headquartered in the United States in Dalton, Georgia, we provide a range of product and service solutions to meet the needs of our customers in the corporate workplace, education, healthcare, retail, government and hospitality sectors through our two market brands, Invision® and Kinetex®.

## INVISION kinetex

Through showrooms and sales representation in the US, Canada and Europe, our flooring products can be found in more than 20 countries worldwide, including Australia, Brazil, China, Germany, Ghana, Honduras, Hong Kong, Indonesia, Japan, Korea, Kuwait, Malaysia, the Netherlands, New Zealand, Philippines, Singapore, Taiwan, Turkey and United Arab Emirates. More information, including our Environmental Policy, is available at [jjflooringgroup.com/sustainability](http://jjflooringgroup.com/sustainability).

## OUR MISSION

J+J Flooring Group is a diversified commercial manufacturer of broadloom and modular carpet as well as textile composite flooring. We are a family company guided by fairness and Christian principles, and it is our goal to be the provider of choice for flooring solutions.

## OUR VISION

We are more than a flooring company. We are a product design company. We combine great design and engineering to craft innovative, durable flooring products. These flooring products help shape inspiring commercial spaces and, in turn, bring out the best in the people who work in them.

## MANAGING SUSTAINABILITY

We believe true sustainability requires full attention to the potential impacts of every aspect of our business. Like other leading companies, we gauge our progress by measuring our environmental and social performance with as much stringency as our financial performance.

On a day-to-day basis, we manage sustainability through our Campus Environmental Team. Guided by our executive group and under the leadership of our Director of Sustainability, the team includes representation from key business areas to assess sustainability performance, opportunities and progress. Each Campus Environmental Team representative also holds responsibility for initiating tactical sustainability efforts across his or her respective business unit — initiatives that come together under the umbrella of EnAct®, our enterprise-wide environmental action program. More information, including our Environmental Policy, is available at [jjflooringgroup.com/sustainability](http://jjflooringgroup.com/sustainability).

## 2014 AWARDS & RECOGNITION

- British Institute of Facilities Management Excellence in Product Development Award – Kinetex®
- BuildingGreen, Inc. Top 10 Product – Kinetex®
- Buildings Grand Prize Winner for Product Innovation – Kinetex®
- Floor Covering Weekly GreenStep Awards
  - Process Award: Aquafinity
  - Program Award: Kinetex®

**J+J Flooring Group  
Corporate Headquarters:**  
Dalton, Georgia, USA

**Total Employees: 750**

**Total Facilities:** 950,000 sq. ft.  
on 79.8 acres, including 20  
acres of designated  
environmental wetlands









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# People First, Every Day.

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We've always said that we're in the people business first — and the flooring business second. While our primary activity is producing high performance flooring, our ultimate vision is to enhance quality of life for all those connected with our company — from the people who make our products, to those who use them every day.





John Eberhart (Retired), Hyster Driver



*"Many employees volunteer during their lunch hour or during one of our monthly community service events. Every time, every person comes back talking about how much they got out of the opportunity, too. We're not just sharing our time, we're sharing our hearts."*

▲ Lenora Johnson, J+J Carpet Mart Customer Service Manager



J+J Adopt-A-Mile Volunteers



## STAKEHOLDER RELATIONSHIPS

Cultivating strong relationships based on connectivity and engagement is central to our people-first approach. Throughout the year, we focus on creating consistent opportunities for each of our stakeholder groups to share their interests, concerns and perspectives with us via a variety of forums and channels, and much of the content in this report is informed by those conversations.

### EMPLOYEE ENGAGEMENT

Even as our company grows, we remain determined to preserve the character and atmosphere of the family-owned business we have always been. In addition to an open door policy, we strive to maintain an environment in which every employee has the opportunity to freely contribute ideas and insight. And we make every effort to include representation from all areas of our organization in employee committees and work teams convened to focus on innovation and opportunity across our business — from product and process improvement to community service. At intervals throughout the year, family style ‘cookouts,’ meetings and other gatherings provide opportunities for employees to connect, interact and engage with colleagues in an informal setting.

### CUSTOMER CONNECTIVITY

Every day, representatives from our company meet, talk and engage with customers through one-on-one interaction, brand surveys and a full calendar of industry events, tradeshow and conferences. We also host customers (and other visitors) for Road Trips — on-site visits to our facilities that offer a first-hand look at our design and manufacturing processes. And we actively involve participating members of the design community in our own product design and development process through a series of ‘Glimpse’ events. Hosted in different market regions each year, the events give customers the chance to offer their immediate reactions to new product concepts and share professional insight and perspective directly with our design team.

### COMMUNITY & INDUSTRY INVOLVEMENT

As an employer, partner and industry leader, we place high value on serving as an active participant in a variety of key trade and industry groups and in extending our open door approach to engaging with our suppliers and with the communities in which we do business.

### CORPORATE ASSOCIATIONS AND MEMBERSHIPS:

American Academy of Healthcare Interior Designers

American Institute of Architects

American National Standards Institute (ANSI)

APPA, Leadership in Educational Facilities

Association of College and University Housing Officers

Assisted Living Federation of America

Carpet America Recovery Effort (CARE)

Carpet & Rug Institute™ (CRI)

Center for Health Design

Collaborative for High Performance Schools

FUSE Commercial Flooring Alliance

Georgia Association of Manufacturers

International Facility Managers Association

International Interior Design Association

NEWH, The Hospitality Industry Network

Starnet, Worldwide Commercial Flooring Partnership

United States Green Building Council (USGBC)

United Way



Tonia Lockman, Financial Services



## A GREAT PLACE TO WORK

We built our company on the principles of honesty and respect and a commitment to doing the right thing. So it's important these values are clearly reflected in the way we work every day, and in the experiences our employees have as part of the J+J team.

### DIVERSITY

We strive to create a workplace that's welcoming and inclusive — one that respects and celebrates the contributions of every member of our community. And as an Equal Opportunity Employer, we also seek to ensure the opportunities we provide are accessible to employees, prospective employees and suppliers from a broad diversity of backgrounds.

### HEALTH & WELLNESS

Our approach to employee health and wellness is rooted in a focus on education and empowerment. Beyond competitive insurance and retirement benefits, a variety of monthly activities help us foster a culture of wellness for all. Through our Working for Life program, we provide preventive health screenings, financial planning workshops, and access to a variety of support resources for personal and emotional health as well as physical.

### EDUCATION & TRAINING OPPORTUNITIES

We think making education, training and professional development accessible throughout the workplace is fundamental to our responsibilities as an employer. In 2014, 100% of employees engaged in a variety of required and optional training opportunities, including on-the-job programs, self-directed e-learning, and day-long workshops focused on topics ranging from systems support to ISO 14001 environmental standards and OSHA compliance led by external consultants.

Beyond job-focused training, we also support employees in their own drive for personal and professional development, including reimbursement for professional memberships, conferences and workshops related to an individual's role and responsibilities. Tuition reimbursement is also available for qualified employees who wish to further their academic education with the pursuit of a college or advanced degree.

Average salaried employee  
training hours in 2014: 17

Average hourly employee  
training hours in 2014: 33



Verda McHan and Joyce Harnes, Tufting

## GIVING BACK

The tradition of giving and service established by our company's founders endures today. From serving meals to serving children and the elderly, our employees can be found giving their time every day to help people, organizations and causes in our home community and beyond.

To make getting involved as easy as possible, an employee Volunteer Committee organizes regular service opportunities designed to fit into the workday. In 2014, these activities included Adopt-a-Mile trash pick-ups, packing boxes at the local food bank and providing meal service for senior citizens in a housing community near our campus. Our annual participation in United Way also provided a chance for employees to make contributions to charitable organizations and causes across North Georgia.

### ORGANIZATIONS WE SUPPORTED IN 2014:

- Adopt-a-Mile
- Blood Assurance
- Boys and Girls Club
- Christian Heritage School\*
- Compassion House\*
- Conasauga River Clean-Up\*
- Covenant College
- Dalton State College
- Family Support Council Make a Difference Day
- Fellowship of Christian Athletes (FCA)
- Friendship House\*
- Georgia Meth Project
- Harvest Outreach Mission\*
- Junior Achievement
- Make-A-Wish Foundation
- Northwest Georgia and Chattanooga, TN Food Banks\*
- Northwest Georgia Healthcare Partnership\*
- Ross Woods Foundation\*
- Salvation Army
- TC Thompson Children's Hospital\*
- United Way
- Upper Room Mission\*

\*North Georgia organizations.

*"Personal wellness isn't just about physical health. Making resources available to support all aspects of life — financial, emotional, professional — makes a difference. It's all connected."*

Becky Croft, Wellness Coordinator ►











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# Design Ingenuity, Every Day.

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Our product innovation process begins and ends with one question: *how does the flooring we create affect the people who use it?* After all, we see flooring as a vehicle for a series of tactile, visual and auditory stimuli — and the more we understand its influence, the more our products can improve the way people experience the spaces they enhance.



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*"Our holistic design philosophy helps us embrace collaborative projects that engage our customers and our internal teams in the process of creating products that are sustainable, inspiring and, ultimately, improve quality of life. "*

Ginger Gilbert, *Director of Product Marketing & Branding* ►

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Emerge, Modular

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*"Paradigm Shift is a great example of our collaborative approach to solving a sustainability challenge. Not only did the process involve engineering, product development and our design team — it created a whole new opportunity to engage our customers in the idea that waste materials can take on a whole new value."*

– Damaris Robles-Santiago,  
*Director of Process Improvement*

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## AN EVIDENCE-BASED APPROACH

In recent years, we have increasingly implemented an evidence-based approach to product innovation and design. As a growing body of research correlates various aspects of the built environment (including acoustics, indoor air quality, lighting, ergonomics and sustainability) with measurable outcomes related to productivity, health and safety, we've been focusing on flooring's influence on individual well-being as well as on whole-building sustainability. These insights provide a substantive, data-driven platform that informs our approach to product design and production — from raw materials to end of life, patterns to color palettes.

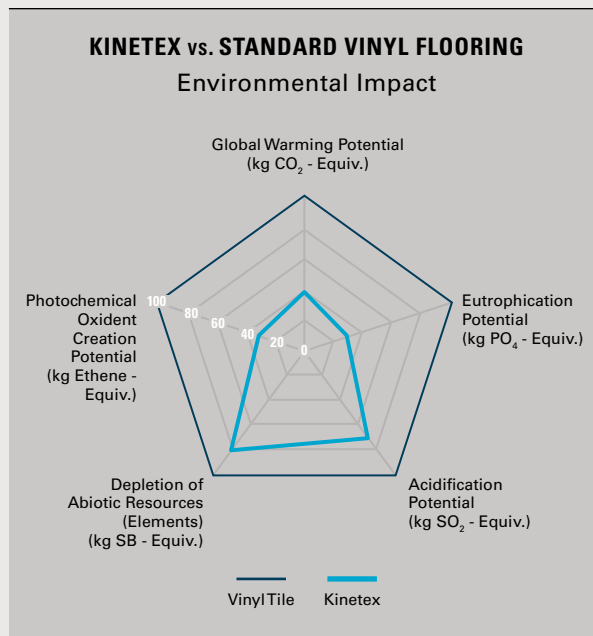
### KINETEX®

When we recognized the need for a sustainable floorcovering alternative to hard-surface products that also helped address key human and environmental performance concerns, we created Kinetex®. An advanced textile composite flooring, Kinetex combines key attributes of soft surface flooring with the long-wearing performance of hard surface flooring, making it ideal for high-performance environments.

**Health:** Kinetex easily surpasses California's 01350 requirements for low-VOC emissions and substantially minimizes airborne particles by sequestering common allergens, irritants and dust.

**Acoustics:** With one of the highest Noise Reduction Coefficients and Impact Insulation Classifications of any commercial flooring product, Kinetex's unparalleled acoustic performance results in dramatic reductions in airborne and structure-borne noise.

**Sustainability:** Kinetex has a 50 percent lower environmental impact compared to other commercial floorings. With more than 55 percent recycled content, Kinetex is NSF/ANSI-140 Platinum certified and is recycled as easily as an aluminum can.



## COLLABORATIVE DESIGN

The high-performance flooring we produce is the end-result of a collaborative process among our design team and people across our company, including research and development, engineering, sustainability and sales and marketing. As a result, our product represents more than leading visual aesthetics: they also represent careful attention to environmental and social impacts, and a commitment to creating flooring that meets stringent performance standards.

### PARADIGM SHIFT

When our engineering team was tasked with finding ways to move us closer to our company-wide goal of zero landfill waste by 2020, we needed to find an outlet for nearly one million pounds of unused yarn left over from standard product runs each year. So the group turned to our design team to find a creative solution. The result? Paradigm Shift, one of our best sellers. Made using Encore RE®, a mixture of leftover solution-dyed and repurposed yarn, the flexible modular tile uses background neutrals to define a pattern with the yarn's vibrant, varied coloring.



### PRODUCT TRANSPARENCY

In addition to using external research to inform our design approach, we invest directly in our own research and measurement specifically focused on product sustainability. To better understand the environmental impacts of our products across the value chain, we completed Life Cycle Assessments (LCAs) on all our primary product lines in 2014. Verified by NSF International, these LCAs offer direct insight into the specific impacts of the materials we use and the products we create — helping us see opportunities to drive key improvements in materials selection, manufacturing, and distribution.

#### ENVIRONMENTAL & HEALTH PRODUCT DECLARATIONS

Knowing our customers increasingly depend upon the transparency of a product's materials and impacts to help them make smart, informed specification and purchase decisions, we also share data from our LCAs via Environmental Product Declarations (EPDs) and materials lists through Health Product Declarations (HPDs).

Using third-party verified Life Cycle Assessment data according to ISO standards and product category rules for flooring products, EPDs include data on every environmental touch point of a product, including raw materials, manufacturing processes, packaging, shipping, installation, cleaning and maintenance during use and end-of-life impact.

Similarly, Health Product Declarations (HPDs) are a standardized format for increasing transparency around product contents, emissions and health information. HPDs reference existing hazard lists and provide a human health context for the information disclosed in an EPD. HPDs are also included as a compliance option for the Building Product Disclosure & Optimization: Material Ingredients credit in the LEED V4 rating system. **In 2014, we completed EPDs and HPDs for 100% of our standard products, including all Invision® brand products that use the PremierBac®, TitanBac® and Nexus® backing systems, all Invision® modular products that use eKo® backing, and all Kinetex® brand products.**



*"When I'm working on a new product, I know I have an immediate problem to solve. But there's always another part of me asking what people in the future will think about what I did."*

◀ Keith Gray, Director of Product Innovation



## CERTIFICATIONS & STANDARDS

Meeting or exceeding the requirements for a range of key certifications and standards gives our customers even greater confidence in the quality, performance and sustainability of our products. Each year, we ensure our products are certified to the following standards:

- NSF/ANSI 140 – carpet sustainability standard
- CRI Green Label Plus
- BREEAM (UK)

**We also participate both in Pharos and Portico (Google's healthy materials tool) for our eKo® and Kinetex® products.** In addition, **all our products** can also contribute to the Leadership in Energy & Environmental Design (LEED) Green Building Rating System across numerous point categories. Our online LEED calculator, powered by GreenWizard™ available on the product section of our website, can be used to calculate LEED contributions for specific products.

## SUPPLY CHAIN ENGAGEMENT

We have long asked our suppliers to participate in our commitment to responsible, sustainable practices. In 2014, we began formalizing this approach by asking our suppliers to provide specific information about their sustainability practices with us as part of our NSF 140 product certification process.

Designed to help us better understand how our suppliers address sustainability — and where we have future opportunity to better align our efforts — the survey queries social and environmental responsibility across a variety of indicators, including:

- Labor Practices
- Health & Safety
- Human Rights
- Community Engagement
- Environmental Performance
- Materials and Health

Accumulated insight and data from the survey and other engagements will help inform the way we continue to engage and partner with our suppliers on sustainability practices.

### GREENWIZARD™

To help our customers understand the sustainable attributes of our products within the context of all the materials they are specifying for a project, we make our products available on GreenWizard. A building product management database, GreenWizard helps design and construction professionals better identify, track and manage product choices according to environmental performance and LEED credits, including direct access to LEED Online. For more information, visit [jj-invision.com/sustainability/programs](http://jj-invision.com/sustainability/programs).











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# Better Performance, Every Day.

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As responsible stewards of the environment, we believe in using all resources as efficiently and judiciously as possible — prioritizing conservation and consumption reduction before recycling or reuse. With conservation at the heart of our sustainability philosophy, finding alternatives for (and preventing the excessive use of) valuable resources is the basis of our approach to environmental impact management.





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*"The whole point is to improve our sustainability, so we're pretty hard charging. Every person who plays a part in creating our products also plays a role in making our products (and our operations) more efficient and more sustainable. Whether it's reconfiguring a production line or making broader process improvements, it's a daily commitment."*

◀ Josh Hall, *Director of Manufacturing*

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## 20/20 VISION BY 2020

Using 2010 as our baseline, we have identified a series of environmental performance goals to achieve by 2020. Beyond defining longer-term performance targets, these goals serve as a reference point for the decisions we make every day. By 2020, we intend to:

- ✓ 1. Eliminate our use of landfills.
- 2. Reduce water usage by 66%.
- 3. Reduce energy intensity by 20% and increase the use of renewable energy to at least 10% of our total energy consumption.
- 4. Cut our greenhouse gas emissions by 20%.
- 5. Increase recycled, bio-based or renewable content in our products to 33%.

## WORLD-CLASS PERFORMANCE

Since 2008, we've used ISO 14001 certification to ensure our compliance with globally recognized environmental performance. A comprehensive documentation of environmental management systems, ISO 14001 is a certification established by the International Organization for Standardization (ISO), the world's largest standards developer. We achieved ISO 14001 re-certification for our environmental management system in 2014 after a company-wide audit scrutinized our efforts to minimize our environmental impacts, including our use of innovative technologies as well as the systems and processes we use to reduce our energy, water, air and waste impacts.



Barking Mad Modular, Invision





Trivero broadloom, Invision

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*"We are extremely proud that none of the waste we manage in Dalton goes by our hands to a landfill. Our ultimate goal is to be 100 percent landfill free by 2020, and we are ahead of schedule to reach that. Choosing to have our waste diversion process independently certified underscores our commitment to environmental transparency."*

– David Jolly, President & CEO

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## Better Performance, Every Day.

### ELIMINATING OUR USE OF LANDFILLS

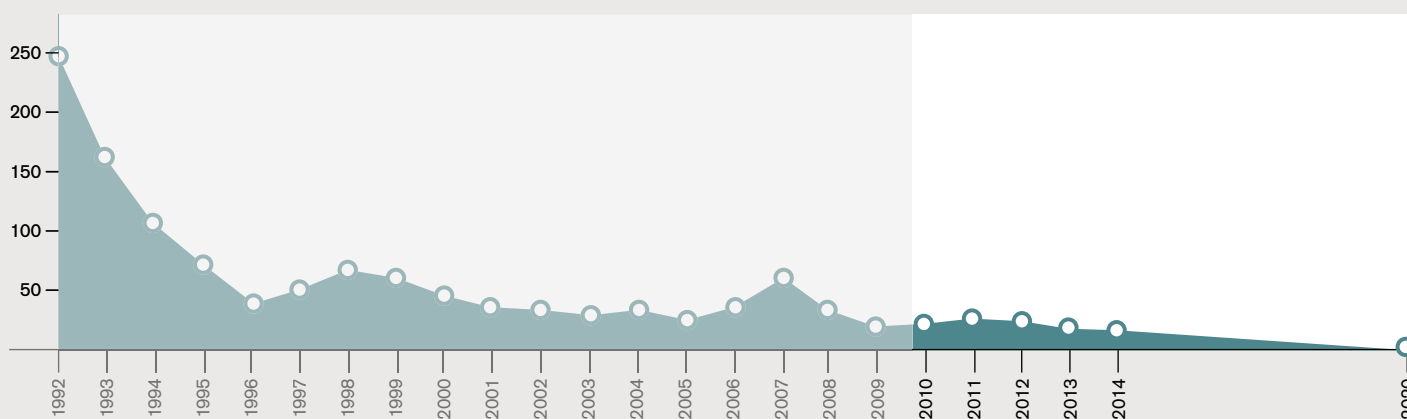
Reducing, and ultimately eliminating, the waste we send to landfill has been our focus for more than two decades. **In 2014 we reached a significant milestone when we became the first flooring manufacturer in the US to receive third-party certification\* for diverting all waste from our Dalton campus away from the landfill — an achievement that helped us reach our 20/20 Vision goal well ahead of schedule.**

**In 2014 we diverted 4.2 million pounds of waste away from the landfill through repurposing, reuse and recycling.**

Today, our waste reduction practices include the company-wide use of digital product development technology (no paper required), centralizing all waste stream processing in a single “green room,” and rechanneling as much as 750,000 pounds of ‘waste’ fiber back into our extrusion process. Any remaining waste that cannot be recycled (approximately .3% of all waste: mostly floor sweeps, breakroom and restroom waste) is directed to Covanta, the country’s largest energy-from-waste operator. What’s more, the energy produced from that waste constitutes the equivalent of removing 60 cars from the road.

*\*Certification assessed by GreenCircle Certified, LLC.*

#### J+J FLOORING GROUP WASTE INTENSITY • LBS OF LANDFILL/1000 YD<sup>2</sup>



*By the end of 3<sup>rd</sup> quarter 2014, we achieved our 2020 goal of not sending any waste directly to the landfill — an industry first.*

### CARPET RECYCLING

Through our Carpet Recycling Program, we facilitate the recycling of carpet our customers no longer need or want. We facilitate and manage the logistics of collecting and transporting the discarded carpet to recycling partners in the US and Canada who reclaim the material for use in new products. Since 2009, the program has helped keep more than 5.6 million pounds of post-consumer carpet out of the landfill. For more information about our carpet recycling program, visit [jj-invision.com/sustainability/programs/#carpet-reclamation](http://jj-invision.com/sustainability/programs/#carpet-reclamation).

### SAMPLE RECLAMATION

Designers are continually receiving updated product samples for their libraries. Our R4® (return, reuse, recycle, reduce) program gives US customers the chance to keep unwanted materials from their libraries out of the landfill. By returning J+J Flooring Group samples and architect folders to us when they are no longer needed, customers are helping us reuse or recycle materials that would otherwise become waste. In 2014, we reclaimed an average of 5,000 pounds of carpet samples and folders each month — keeping more than 60,000 additional pounds of waste away from the landfill.



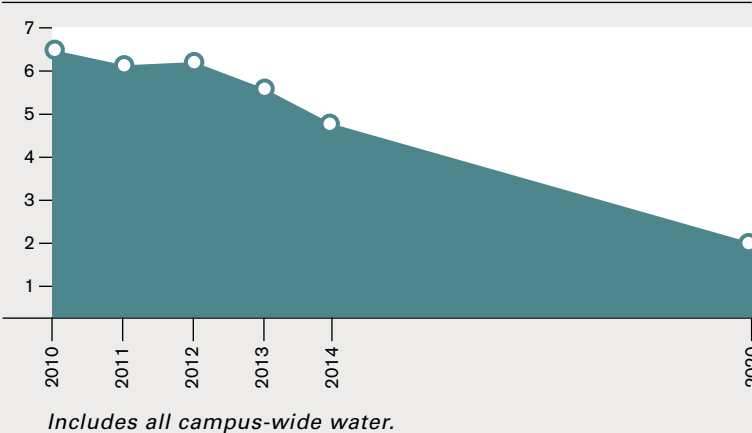
REDUCING & REUSING WATER

Using the least amount of water possible is our ultimate goal, but getting to minimal water use demands more than maximum efficiency: it also requires the recycling and reuse of the water we do use. In 2011, we took a groundbreaking step towards total water efficiency with Aquafinity, an on-site water reclamation system capable of removing dye and chemical additives from our industrial wastewater through a blend of filters and reverse osmosis. In addition to helping us recover and reuse as much as 65% of our dyehouse water, the process saves nearly three billion BTUs of energy annually (enough to power 150 local homes for a full year) because the reclaimed water requires less heat to reuse.



Kowloon, Invislon

J+J FLOORING GROUP WATER INTENSITY • GALS/YD<sup>2</sup>



Includes all campus-wide water.

Aquafinity helps save approximately 16 million gallons of water each year.





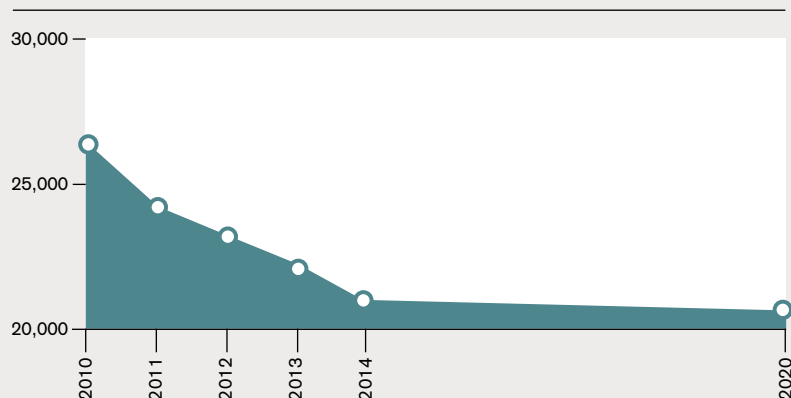
## REDUCING ENERGY INTENSITY

We've worked hard to make energy-saving habits part of our every day routine. Every time we turn off another light or power down a piece of unused equipment, we know we're adding to our growing energy savings. We also know big reductions often require big investments as well as small. In 2014, we made some notable improvements to our energy efficiency, including reducing dyehouse energy use by five billion BTUs annually and upgrading our extrusion processes to reduce energy use.

And with the increased use of on-site renewable energy an equally important element of our 20/20 goals, we also invested significant time and research into new avenues for integrating alternatively sourced energy into our consumption portfolio. In the meantime, we have been purchasing Renewable Energy Credits (RECs) since 2009.

In 2014 we purchased 21.7MM kWh of RECs, representing 1/3 of our total campus energy.

### J+J FLOORING GROUP ENERGY INTENSITY • BTU/1000 YD<sup>2</sup>



*Includes all campus-wide natural gas and electricity. Does not include transportation energy.*

## COMBINING FACILITIES TO BOOST EFFICIENCY

When we began producing Kinetex with a manufacturing partner in Virginia in 2013, we knew that we would want to bring the operation in-house as soon as possible. So in 2014 we integrated Kinetex production into our existing operations.

While Kinetex is already more efficient to produce, the process of combining it with the rest of our manufacturing helped us realize even greater environmental performance benefits. In addition to bringing Kinetex production significantly closer to most of our suppliers, the move also helped us maximize the value of our other infrastructure.

From design to distribution, Kinetex is now a seamless part of our operations — allowing us to meet growing demand for our new product without significantly growing our environmental footprint.

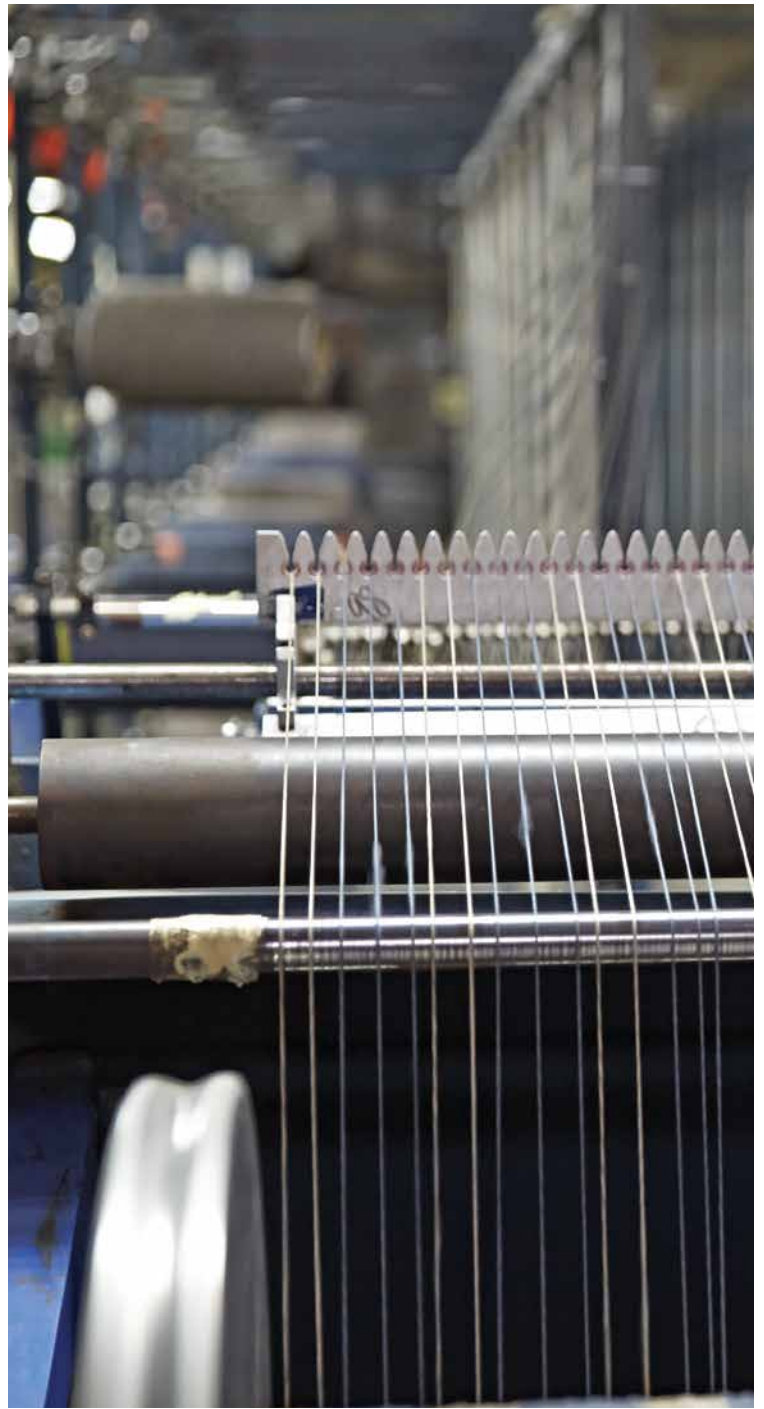


Flash and Pop, Kinetex





Malinda Lawrence-Miller, Yarn Processing



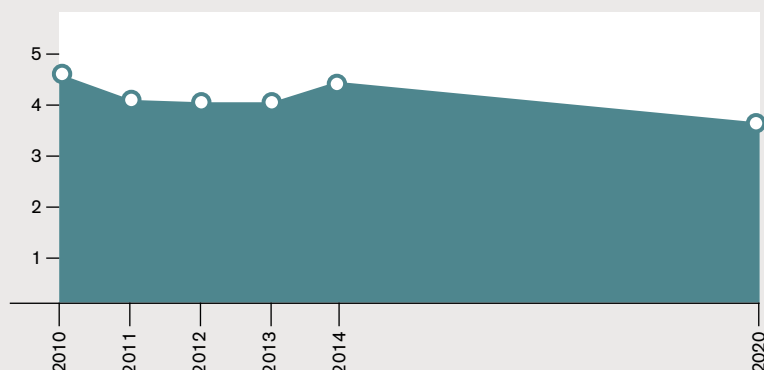
Savile Modular, Invision



## CUTTING OUR EMISSIONS

Every step we take towards greater energy efficiency is also another step towards cutting our greenhouse gas emissions — that means every energy-saving initiative we introduce is a carbon reduction initiative, too. In 2014, we looked beyond energy savings alone to find specific opportunities to tackle greenhouse gas reduction. As a result, we further reduced our travel footprint through the increased use of intra-company video conferencing and worked with our distribution partners to find even more fuel-efficient approaches to product transportation — from changing the way we stack products in a trailer, to combining road and rail transport modes for more efficient service.

### J+J FLOORING GROUP GHG INTENSITY • MT CO<sub>2</sub> /1000 YD<sup>2</sup>



*Our GHG intensity increased slightly in 2014. Several factors influenced this increase, including the manufacture of our beek dyed products and the relocation of our Kinetex® operation. In addition, while we continued working hard to ensure maximum transportation efficiency, our global distribution also increased in 2014, resulting in the shipping of more product across further distances.*


## USING MORE RECYCLED, BIO-BASED & RENEWABLE MATERIAL

Increasing the volume of recycled, bio-based or renewable content in our products is both an art and a science. Adjusting the material composition of our fibers and backings without compromising the quality, performance and visual appeal our customers count on is a challenge our research and development team is tackling in multiple ways. In 2014, those efforts resulted in the elimination of phthalates and the conversion from coal fly ash to calcium carbonate recycled content in our Nexus® backing and an increase in total recycled content in our broadloom products from 22% to 25%.









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# Communicating Progress, Every Day.

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## **REPORT CYCLE**

Our reporting cycle follows the fiscal year December 1st through November 30th. This report covers December 1st, 2013-November 30th, 2014. Previous reports may be found at [jjflooringgroup.com/sustainability/sustainability-report](http://jjflooringgroup.com/sustainability/sustainability-report).

## **BOUNDARY**

The content of this report focuses on all wholly owned J+J operations and facilities. The data included in this report is provided on a fiscal year basis, with the exception of Greenhouse Gas data, which is provided on a calendar year basis. There have been no changes from previous reporting periods in the scope, boundary or measurement methods applied to this report.

## **CURRENCY**

References to currency are in US dollars.

## **MATERIALITY & SCOPE**

This 2014 report addresses our commitment to corporate sustainability and our efforts to measure, manage and reduce our environmental and social impacts every day. We believe the content included in this report best addresses some of the primary interests and concerns most relevant to our key stakeholders: our employees, our customers, our suppliers and our communities.

## **CONTACT**

Please contact Russ DeLozier at [Russ.Delozier@jjflooringgroup.com](mailto:Russ.Delozier@jjflooringgroup.com) for questions or comments about the content of this report, or for more information about our sustainability commitment.





Non-Fiction, Invision



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INVISION **kinetex**